1. Clear, or translucent liquid fabric softener composition comprising:

A. from about 2% to about 80% by weight of the composition of fabric softener;

B. at least an effective level of principal solvent having a ClogP of from about -2.0 to about 2.6;

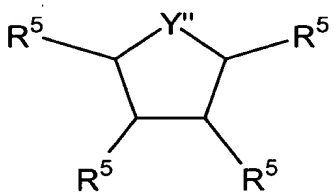
C. from about 0.5 % to about 10% by weight of the composition of electrolyte;

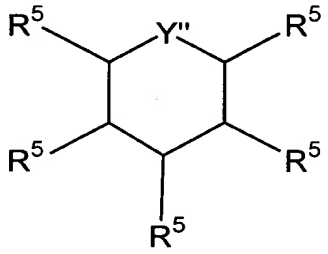
D. optionally, from 0% to about 15% by weight of the composition of phase stabilizer selected from the group consisting of:

1. nonionic surfactants derived from saturated and/or unsaturated primary, secondary, and/or branched, amine, amide, amine-oxide fatty alcohol, fatty acid, alkyl phenol, and/or alkyl aryl carboxylic acid compounds having from about 6 to about 22 carbon atoms in a hydrophobic chain, wherein at least one active hydrogen of said compounds is ethoxylated with ≤ 50 ethylene oxide moieties to provide an HLB of from about 8 to about 20;

2. nonionic surfactants with bulky head groups selected from:

a. surfactants having the formulas:





wherein Y" = N or O; and each R^5 is selected independently from the following: -H, -OH, $-(CH_2)xCH_3$, $-O(OR^2)_z$-H, $-OR^1$, $-OC(O)R^1$, and $-CH(CH_2-(OR^2)_{z'}-H)-CH_2-(OR^2)_{z''}-C(O)\ R^1$, wherein R^1 is selected from the group consisting of saturated or unsaturated, primary, secondary or branched chain alkyl or alkyl-aryl hydrocarbons; said hydrocarbon chain having a length of from about 6 to about 22, wherein each R^2 is selected from the following groups or combinations of the following groups: $-(CH_2)_n-$ and/or $-[CH(CH_3)CH_2]-$ wherein n is from 1 to 4; and wherein x is from 0 to about 3, and z, z', and z" are from about 5 about 20;

b. polyhydroxy fatty acid amide surfactants of the formula:

$$R^2 - C(O) - N(R^1) - Z$$

wherein: each R^1 is H, C_1-C_4 hydrocarbyl, C_1-C_4 alkoxyalkyl, or hydroxyalkyl; R^2 is a C_5-C_{21} hydrocarbyl moiety; and each Z is a polyhydroxyhydrocarbyl moiety having a linear hydrocarbyl chain with at least 3 hydroxyls directly connected to the chain, or an ethoxylated derivative thereof;

c. surfactants having the formula

$$R^1\text{-}C(O)\text{-}Y'\text{-}[C(R^5)]_m\text{-}CH_2O(R_2O)_zH$$

wherein R^1 is selected from the group consisting of saturated or unsaturated, primary, secondary or branched chain alkyl or alkyl-aryl hydrocarbons; said hydrocarbon chain having a length of from about 6 to about 22; Y' is selected from the following groups: -O-; -N(A)-; and mixtures thereof; and A is selected from the following groups: H; R^1; $-(R^2\text{-}O)_z\text{-}H$; $-(CH_2)_xCH_3$; phenyl, or substituted aryl, wherein x is from 0 to about 3 and total z is from about 5 to about 30; each R^2 is selected from the following groups or combinations of the following groups: $-(CH_2)_n-$ wherein n is from about 1 to about 4 and/or $-[CH(CH_3)CH_2]-$; each R^5 is selected from the following groups: -OH; and $-O(R^2O)_z\text{-}H$; and m is from about 2 to about 4; and

d. mixtures thereof;

3. surfactant complexes formed by one surfactant ion being neutralized with surfactant ion of opposite charge or an electrolyte ion that is suitable for reducing dilution viscosity;

4. block copolymer surfactants comprising polyethylene oxide moieties and propylene oxide moieties;

5. cationic surfactants having the formula:

$$\{R^1{}_m - Y - [(R^2\text{-}O)_z - H]_p\}^+ X^-$$

wherein R^1 is selected from the group consisting of saturated or unsaturated, primary, secondary or branched chain alkyl or alkyl-aryl hydrocarbons; said hydrocarbon chain having from about 6 to about 22 carbon atoms; each R^2 is selected from the following groups or combinations of the following groups: $-(CH_2)_n-$ and/or $-[CH(CH_3)CH_2]-$;Y is selected from the following groups: $=N^+\text{-}(A)_q$; $-(CH_2)_n\text{-}N^+\text{-}(A)_q$; $-B\text{-}(CH_2)_n\text{-}N^+\text{-}(A)_2$; -(phenyl)-$N^+$-$(A)_q$; -(B-phenyl)-$N^+$-$(A)_q$; with n being from about 1 to about 4, wherein each A is independently selected from the following groups: H; $C_{1\text{-}5}$ alkyl; R^1; $-(R^2O)_z\text{-}H$; $-(CH_2)_xCH_3$; phenyl, and substituted aryl; where x is from 0 to about 3; and each B is selected from the following groups: -O-; -NA-; $-NA_2$; -C(O)O-; and -C(O)N(A)-; wherein R^2 is defined as hereinbefore; q = 1 or 2; m + p + q = 4; total z per molecule is from about 3 to about 50; and X^- is an anion which is compatible with fabric softener actives and adjunct ingredients; and

6. mixtures thereof; and

E. the balance water

wherein said electrolyte and said phase stabilizer, when present, provide at least one improvement selected from: lower dilution viscosity; the same, or better,

stability with less principal solvent; and/or the use of principal solvents with a ClogP outside the range of from about 0.15 to about 0.64.

2. The composition of Claim 1 wherein said fabric softener is present at a level of from about 13% to about 75% and has a phase transition temperature of less than about 35°C; said principal solvent is present at a level of from about 1% to about 25% and has a ClogP of from about -1 to about 1.6; and the level of said electrolyte is from about 0.75% to about 2.5% by weight of the composition.

3. The composition of Claim 2 wherein said fabric softener has a phase transition temperature of less than about 20°C; said principal solvent is present at a level of from about 3% to about 8% and has a ClogP of from about -1 to about 1; and the level of said electrolyte is from about 1% to about 2% by weight of the composition.

4. The composition of Claim 3 wherein said fabric softener has a phase transition temperature of less than about 10°C.

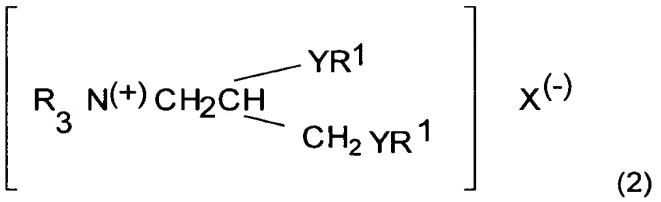
5. The composition of Claim 1 wherein said fabric softener is biodegradable softener active selected from the group consisting of:

(1) compounds having the formula:

$$\left[(R)_{4-m} - N^{(+)} - [(CH_2)_n - Y - R^1]_m \right] X^{(-)} \quad (1)$$

wherein each R substituent is hydrogen or short chain C_1-C_6 alkyl or hydroxyalkyl group, benzyl, or mixtures thereof; each m is 2 or 3; each n is from 1 to about 4; each Y is -O-(O)C-, -C(O)-O-, -NR-C(O)-, or -C(O)-NR-; each R^1 is a hydrocarbyl, or substituted hydrocarbyl, group, the sum of carbons in each R^1, plus one when Y is -O-(O)C-, being C_{12}-C_{22}; the average Iodine Value of the parent fatty acid of the R^1 group being from about 40 to about 140; and wherein the counterion, X^- is any softener-compatible anion;

2. softener having the formula:



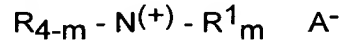
(2)

wherein each Y, R, R^1, and $X^{(-)}$ have the same meanings as before; and

3. mixtures thereof.

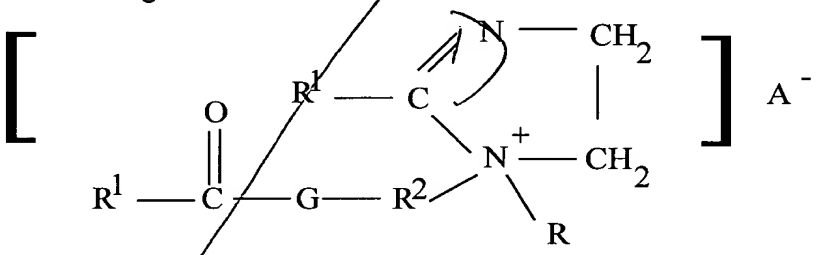
6. The composition of Claim 1 wherein said fabric softener is selected from the group consisting of:

(1) softener having the formula:



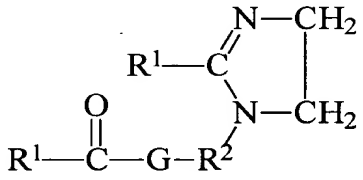
wherein each m is 2 or 3, each R^1 is a C_6-C_{22}, but no more than one being less than about C_{12} and then the other is at least about 16, hydrocarbyl, or substituted hydrocarbyl substituent, where the Iodine Value is from about 70 to about 140 with a cis/trans ratio of from about 1:1 to about 50:1; each R is H or a short chain C_1-C_6 alkyl or hydroxyalkyl group, group, benzyl, or $(R^2\ O)_{0-4}H$ wherein R^2 is a C_{1-6} alkylene group; and A^- is a softener compatible anion;

(2) softener having the formula:



wherein each R, R^1, and A^- have the definitions given above; each R^2 is a C_{1-6} alkylene group; and G is an oxygen atom or an -NR- group;

(3) softener having the formula:



wherein R^1, R^2 and G are defined as above;

(4) reaction products of substantially unsaturated and/or branched chain higher fatty acids with dialkylenetriamines in, e.g., a molecular ratio of about 2:1;

(5) softener having the formula:

$$[R^1—C(O)—NR—R^2—N(R)_2—R^3—NR—C(O)—R^1]^+ \ A^-$$

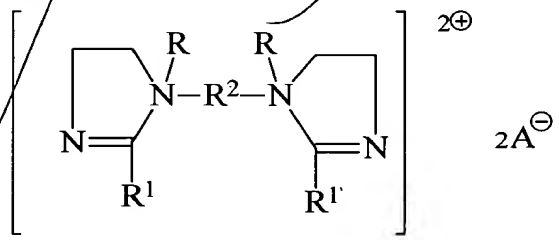
wherein R, R^1, R^2, R^3 and A^- are defined as above;

(6) the reaction product of substantially unsaturated and/or branched chain higher fatty acid with hydroxyalkylalkylenediamines in a molecular ratio of about 2:1, said reaction products containing compounds of the formula:

$$R^1\text{-}C(O)\text{-}NH\text{-}R^2\text{-}N(R^3OH)\text{-}C(O)\text{-}R^1$$

wherein R^1, R^2 and R^3 are defined as above;

(7) softener having the formula:



wherein R, R^1, R^2, and A^- are defined as above; and

(8) mixtures thereof;

7. The composition of Claim 1 wherein said fabric softener is selected from the group consisting of:

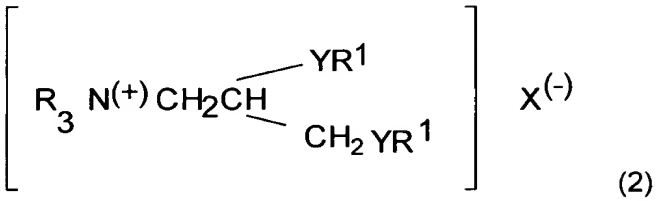
(1) compounds having the formula:

$$\left[(R)_{4-m} - N^{(+)} - [(CH_2)_n - Y - R^1]_m \right] \ X^{(-)} \qquad (1)$$

wherein each R substituent is hydrogen or short chain C_1-C_6 alkyl or hydroxyalkyl group, benzyl, or mixtures thereof; each m is 2 or 3; each n is from 1 to about 4; each Y is -O-(O)C-, or -C(O)-O-; each R^1 is a hydrocarbyl, or substituted hydrocarbyl, group, the sum of carbons in each R^1, plus one when Y is -O-(O)C-, being C_{12}-C_{22}; the average Iodine Value of the parent fatty acid of the R^1 group

being from about 40 to about 140; and wherein the counterion, X^- is any softener-compatible anion;

2. softener having the formula:



(2)

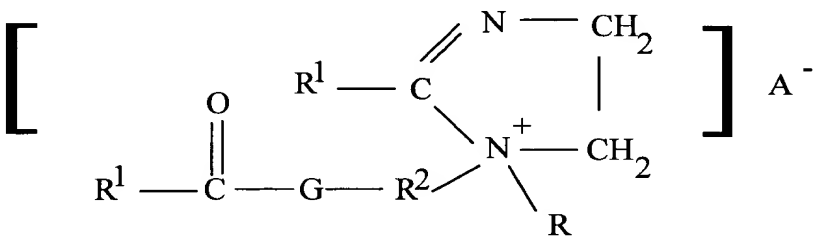
wherein each Y, R, R^1, and $X^{(-)}$ have the same meanings as before;

3. softener having the formula:

$$R_{4-m} - N^{(+)} - R^1{}_m \quad A^-$$

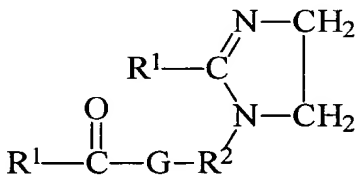
wherein each m is 2 or 3, each R^1 is a C_6-C_{22}, but no more than one being less than about C_{12} and then the other is at least about 16, hydrocarbyl, or substituted hydrocarbyl substituent, where the Iodine Value is from about 70 to about 140 with a cis/trans ratio of from about 1:1 to about 50:1; each R is H or a short chain C_1-C_6 alkyl or hydroxyalkyl group, group, benzyl, or $(R^2\ O)_{0-4}H$ wherein R^2 is a C_{1-6} alkylene group; and A^- is a softener compatible anion;

4. softener having the formula:



wherein each R, R^1, and A^- have the definitions given above; each R^2 is a C_{1-6} alkylene group; and G is an oxygen atom or an -NR- group;

5. softener having the formula:



wherein R^1, R^2 and G are defined as above;

6. reaction products of substantially unsaturated and/or branched chain higher fatty acids with dialkylenetriamines in, e.g., a molecular ratio of about 2:1;

7. softener having the formula:

$$[R^1—C(O)—NR—R^2—N(R)_2—R^3—NR—C(O)—R^1]^+ \ A^-$$

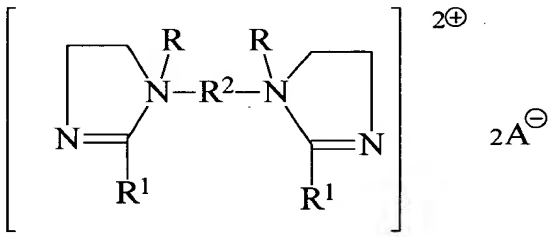
wherein R, R^1, R^2, R^3 and A^- are defined as above;

8. the reaction product of substantially unsaturated and/or branched chain higher fatty acid with hydroxyalkylalkylenediamines in a molecular ratio of about 2:1, said reaction products containing compounds of the formula:

$$R^1\text{-}C(O)\text{-}NH\text{-}R^2\text{-}N(R^3OH)\text{-}C(O)\text{-}R^1$$

wherein R^1, R^2 and R^3 are defined as above;

9. softener having the formula:



wherein R, R^1, R^2, and A^- are defined as above; and

10. mixtures thereof.

8. The composition of Claim 1 wherein said principal solvent has a ClogP of from about -2 to less than 0.15.

9. The composition of Claim 8 wherein said principal solvent has a ClogP of from about -1.7 to less than 0.15.

10. The composition of Claim 9 wherein said principal solvent has a ClogP of from about -1 to less than 0.15.

11. The composition of Claim 1 wherein said principal solvent has a ClogP of from more than 0.64 to about 2.6.

12. The composition of Claim 11 wherein said principal solvent has a ClogP of from more than 1 to about 2.6.

13. The composition of Claim 11 wherein said principal solvent has a ClogP of from more than 0.64 to about 1.6.

14. The composition of Claim 11 wherein said principal solvent has a ClogP of from more than 1 to about 1.6.

15. The composition of Claim 1 wherein said electrolyte is selected from the group consisting of: MgI_2, $MgBr_2$, $MgCl_2$, $Mg(NO_3)_2$, $Mg_3(PO_4)_2$, $Mg_2P_2O_7$, $MgSO_4$, magnesium silicate, NaI, NaBr, NaCl, NaF, $Na_3(PO_4)$, $NaSO_3$, Na_2SO_4, Na_2SO_3, $NaNO_3$, $NaIO_3$, $Na(PO_4)_3$, $Na_4P_2O_7$, sodium silicate, sodium metasilicate, sodium tetrachloroaluminate, sodium tripolyphosphate, $Na_2Si_3O_7$, sodium zirconate, CaF_2, $CaCl_2$, $CaBr_2$, CaI_2, $CaSO_4$, $Ca(NO_3)_2$, KI, KBr, KCl, KF, KNO_3, KIO_3, K_2SO_4, K_2SO_3, $K(PO_4)_3$, $K_4(P_2O_7)$, potassium pyrosulfate, potassium pyrosulfite, LiI, LiBr, LiCl, LiF, $LiNO_3$, AlF_3, $AlCl_3$, $AlBr_3$, AlI_3, $Al_2(SO_4)_3$, $Al(PO_4)$, $Al(NO_3)_3$, aluminum silicate, hydrates of these salts, salts with mixed sodium, potassium, magnesium and/or calcium cations, and mixtures thereof.

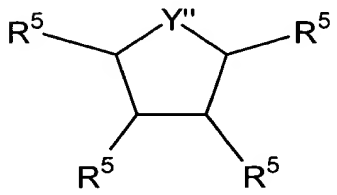
16. The composition of Claim 1 wherein said phase stabilizer is nonionic surfactant derived from saturated and/or unsaturated primary, secondary, and/or branched, amine, amide, amine-oxide fatty alcohol, fatty acid, alkyl phenol, and/or alkyl aryl carboxylic acid compounds, each having from about 6 to about 22 carbon atoms in an alkyl or alkylene chain, wherein at least one active hydrogen of said compound is ethoxylated with $\leq$ 30 ethylene oxide moieties to provide an HLB of from about 8 to about 20.

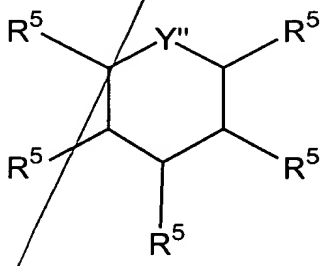
17. The composition of Claim 16 wherein said compound has from about 8 to about 18 carbon atoms in the alkyl or alkenyl chain and contains from about 5 to about 15 of said ethylene oxide moieties to provide an HLB of from about 10 to about 18.

18. The composition of Claim 17 wherein said compound contains from about 8 to about 12 of said ethylene oxide moieties to provide an HLB of from about 11 to about 15.

19. The composition of Claim 1 wherein said phase stabilizer comprises nonionic surfactants with substantial head groups selected from:

a. surfactants having the formulas:





wherein Y" = N or O; and each R^5 is selected independently from the following: -H, -OH, $-(CH_2)xCH_3$, $-O(OR^2)_z$-H, $-OR^1$, $-OC(O)R^1$, and $-CH(CH_2-(OR^2)_{z'}-H)-CH_2-(OR^2)_{z'}-C(O)R^1$, x and R^1 are as defined above and z, z', and z" is from about 5 to about 20;

b. polyhydroxy fatty acid amide surfactants of the formula:

$R^2 - C(O) - N(R^1) - Z$

wherein: each R^1 is H, C_1-C_4 hydrocarbyl, C_1-C_4 alkoxyalkyl, or hydroxyalkyl; R^2 is a C_5-C_{21} hydrocarbyl moiety; and each Z is a polyhydroxyhydrocarbyl moiety having a linear hydrocarbyl chain with at least 3 hydroxyls directly connected to the chain, or an ethoxylated derivative thereof; and

c. mixtures thereof;

20. The composition of Claim 1 wherein said phase stabilizer comprises surfactant complex formed by one surfactant ion being neutralized with surfactant ion of opposite charge or an electrolyte ion that is suitable for reducing dilution viscosity.

21. The composition of Claim 1 wherein said phase stabilizer comprises block copolymer surfactant comprising polyethylene oxide moieties and propylene oxide moieties.

22. The composition of Claim 1 wherein said phase stabilizer comprises cationic surfactants having the formula:

$$\{R^1_m - Y - [(R^2-O)_z - H]_p\}^+ X^-$$

wherein R^1 is selected from the group consisting of saturated or unsaturated, primary, secondary or branched chain alkyl or alkyl-aryl hydrocarbons; said hydrocarbon chain having from about 6 to about 22 carbon atoms; each R^2 is selected from the following groups or combinations of the following groups: -$(CH_2)_n$- and/or -[$CH(CH_3)CH_2$]-;Y is selected from the following groups: = N^+-$(A)_q$; -$(CH_2)_n$-N^+-$(A)_q$; -B-$(CH_2)_n$-N^+-$(A)_2$; -(phenyl)-N^+-$(A)_q$; -(B-phenyl)-N^+-$(A)_q$; with n being from about 1 to about 4, wherein each A is independently selected from the following groups: H; C_{1-5} alkyl; R^1; -$(R^2O)_z$-H; -$(CH_2)_xCH_3$; phenyl, and substituted aryl; where $0 \leq x \leq$ about 3; and each B is selected from the following groups: -O-; -NA-; -NA_2; -C(O)O-; and -C(O)N(A)-; , m is 1 or 2, p is 1 or 2, q is 1 or 2, and m + p + q =4; total z per molecule is from about 3 to about 50; and X^- is an anion which is compatible with fabric softener actives and adjunct ingredients.

23. The composition of Claim 22 wherein R^1 is an alkyl group which contains from about 8 to about 22 carbon atoms; R^2 is -$(CH_2)_n$- where n = 2; total z = from about 3 to about 20; p =2; Y is = N^+-$(A)_q$ wherein A is a C_{1-4} alkyl group and q is one.

24. The composition of Claim 23 wherein R^1 is an alkyl group which contains from about 12 to about 18 carbon atoms; total z = from about 5 to about 16; A is a C_2 alkyl group and X is ethyl sulfate.

25. The composition of Claim 1 comprising:
principal solvent having a ClogP of less than 0.15 or more than 0.64 to provide clarity or translucency in the composition, the level being selected so that the clarity and/or translucency is improved in the presence of an effective amount of electrolyte.

26. The composition of Claim 1 comprising:
at least an effective level of principal solvent having a ClogP of from about -2.0 to about 2.6 and from an effective level up to about 10% by weight of the composition of electrolyte to provide a composition having a G' of $\leq$ 20 Pa and a G'' of $\leq$ 6 Pa wherein G' and G'' are measured on dilute solutions with maximum viscosity, the composition having higher G' and G'' without said electrolyte being present.

27. The composition of Claim 26 wherein G' and G" are measured over a strain range of 0. 1 -1.0.

28. The composition of Claim 1 comprising:
principal solvent having a ClogP of from about -2.0 to about 2.6 at a level that would not provide a stable composition in the absence of said electrolyte and/or said phase stabilizer.

29. The composition of Claim 1 wherein

A. there is from about 22% to about 45% by weight of the composition of fabric softener which is a diester quaternary ammonium fabric softener;

B. there is from about 3% to about 7% of said principal solvent;

C. there is from about 1.5 % to about 3% by weight of the composition of electrolyte; and

D. there is from about 4% to about 7% by weight of the composition of nonionic surfactant derived from saturated and/or unsaturated primary, secondary, and/or branched, fatty alcohol having from about 8 to about 12 carbon atoms in a hydrophobic chain ethoxylated with from about an average of about 3 to about 10 ethylene oxide moieties and optionally up to about 1% of a second nonionic surfactant which is a block copolymer of ethylene oxide and propylene oxide.

30. The composition of Claim 29 wherein

A. there is from about 28% to about 35% by weight of the composition of fabric softener which is a diester quaternary ammonium fabric softener derived by reacting fatty acyl source with triethanolamine and quaternizing the reaction product;

B. there is from about 4% to about 6% of TMPD;

C. there is from about 1.75 % to about 2.5% by weight of the composition of electrolyte which is either $MgCl_2$ or mixtures of $MgCl_2$ and $CaCl_2$; and

D. there is from about 5% to about 6% by weight of the composition of nonionic surfactant derived from saturated primary and/or branched fatty alcohols having from about 9 to about 11 carbon atoms in a hydrophobic chain ethoxylated with from an average of about 7 to about 9 ethylene oxide moieties and from about 0.5% to about 1% of a second nonionic surfactant which is a block copolymer of ethylene oxide and propylene oxide.